

Press Release

Jain Group Launches A Digital Assistant Initiative, JAIN-e, Plans To Make Real Estate Contactless And Fully Digital

- A First Of Its Kind Initiative In Real Estate –

Kolkata, 19th June, 2020: Real Estate major, **Jain Group**, today launched **JAIN-e**, a **24*7 digital assistance platform**, a first of its kind initiative in the real estate sector. The Jain Group would now be handling all sales and customer care activities in a contactless, digital and risk free manner.

The pandemic has affected almost every industry and livelihood across the country. The scenario in the Real Estate segment is no different. As construction came to a standstill due to the ongoing lockdown, Jain Group came up with a slew of innovative and aggressive digital marketing initiatives to boost sales.

Keeping in mind the current situation, Jain Group also moved digital and to make the journey seamless for the existing customers, **JAIN-e** was launched today. **JAIN-e** is a 24*7*365 digital assistant that will now take care of the four steps for a customer to buy home i.e., to search for a home, physical site visit, purchase of home (visiting Broker's and Developer's office) and post-sale interaction, thus making the entire process **Digital, Contactless and completely Safe.**

"With social distancing emerging as a lifestyle, the only way to carry on our work is by enhancing customer experience digitally. There are no longer any concept of physical boundaries, this adaptation that we have made as human beings is crucial. The most important change in trend is the way business is conducted. Meetings, interactions and all information exchange is happening digitally. We will now have to make the shift to Dubai-based business models, where maximum interactions happen on digital mediums, this is because most of Dubai real estate customers are not even based out of the city and actually prefer to meet digitally.

Contactless but seamless end-to-end digital journeys for customers will take precedence. Since the site visits will be limited, engaging and experiential digital tools will pave the way forward, customers need not visit the site; the site will reach the customers. They will still experience the project first hand, just on a digital first interface. Keeping in mind all these, for the first time in the history of Real-Estate we have introduced **JAIN-e**, a 24*7*365 Digital Assistant providing answers to all your queries about your home and also helping with house search, purchase and real time virtual house tour", said **Mr Rishi Jain, Managing Director, Jain Group.**

JAIN-e will provide the following services

- End to end - Online Sales and Customer Service
- No App download , no hassle , simply send WhatsApp messages
- Sit at home and do Virtual Site Visit
- No need to do physical Site Visit
- No need to visit Developer Office, no need to visit broke office. All work done at home.
- Available any time every time, without fail.
- Get your own Virtual Guide for the Site Visits

Jain Group will be providing this service free of cost. To avail the same, the prospective buyer has to simply send a WhatsApp message to 9831282170. The response time is 0 second to 2 hours.

JAIN-e is set to revolutionize customer interaction and engagement in real estate forever.

About Jain Group:

The Jain Group is one of the most dynamic and admired organizations in the Infrastructure, Finance, Hospitality and Real Estate sector in Eastern India. Jain Group is the proud recipient of the National CNBC award for affordable housing, multiple East India travel Award, SP Jain award for innovative marketing, the Make My Trip outstanding hospitality Award and also the National Young Leader award from SP Jain institute of Management and Research, Mumbai. In addition to a string of various regional and national award in the fields of Real Estate and Hospitality.

The Jain Group was founded in 1970's the visionary Founder and CMD of the Group, Mr Prem Jain, established its finance division, Jain Finance Corporation. In 2004, Jain Group had successfully ventured into Real Estate by creating a series of residential spaces at strategic locations in Kolkata under the aegis of 'Dream Homes'. Today, Dream Homes have become a brand to be reckoned with. In 2011, the group diversified into the hospitality sector and brought Holiday Inn hotel brand in collaboration with IHG (Inter Continental Hoteliers Group). In 2012, the group forayed into Lifestyle Affordable Housing sector under the aegis of "Dream Value Homes". The group has already delivered 2.5 million square feet and has a customer base of 4000 happy customers. Furthermore, the Group has a vision to build projects worth over Rs 900 crore covering 5 million sq ft of space by 2020.

In the Real Estate Space, the Jain Group is proud to be 100% RERA compliant, 100% GST ready and completely focused towards development of quality and affordable lifestyle homes. Guided by this vision, fuelled by enthusiasm, strengthened by a strong dedicated work force and advantaged with advanced building technologies, the Jain Group is committed to give shape to the future of not just Kolkata, but many more cities spread across the country.

For further information please contact:

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